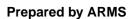




| | | Counties: Pike, AL |
|-------|--|--------------------|
| 00,00 | 2000 Total Population | 29,605 |
| | 2000 Group Quarters | 1,198 |
| | 2008 Total Population | 29,908 |
| | 2013 Total Population | 30,222 |
| | 2008 - 2013 Annual Rate | 0.21% |
| ٥٥ | 2000 Households | 11,933 |
| | 2000 Average Household Size | 2.38 |
| 411 1 | 2008 Households | 12,501 |
| | 2008 Average Household Size | 2.32 |
| | 2013 Households | 12,754 |
| | 2013 Average Household Size | 2.3 |
| | 2008 - 2013 Annual Rate | 0.4% |
| | 2000 Families | 7,646 |
| | 2000 Average Family Size | 2.98 |
| | 2008 Families | 7,893 |
| | 2008 Average Family Size | 2.96 |
| | 2013 Families | 7,950 |
| | 2013 Average Family Size | 2.96 |
| | 2008 - 2013 Annual Rate | 0.14% |
| | 2000 Housing Units | 13,981 |
| | Owner Occupied Housing Units | 57.3% |
| | Renter Occupied Housing Units | 28.0% |
| | Vacant Housing Units | 14.6% |
| | 2008 Housing Units | 15,164 |
| | Owner Occupied Housing Units | 56.1% |
| | Renter Occupied Housing Units | 26.4% |
| | Vacant Housing Units | 17.6% |
| | 2013 Housing Units | 15,753 |
| | Owner Occupied Housing Units | 54.1% 26.8% |
| | Renter Occupied Housing Units Vacant Housing Units | 19.0% |
| | vacant riousing offics | 19.070 |
| | Median Household Income | |
| | 2000 | \$25,499 |
| | 2008 | \$28,877 |
| | 2013 Median Home Value | \$31,459 |
| | 2000 | \$58,214 |
| | 2008 | \$82,429 |
| | 2013 | \$86,768 |
| | Per Capita Income | φου, <i>τ</i> ου |
| | 2000 | \$14,904 |
| | 2008 | \$17,074 |
| | 2013 | \$18,499 |
| | Median Age | Ψ10,100 |
| | 2000 | 32.6 |
| | 2008 | 34.2 |
| | 2013 | 35.5 |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

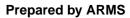




| | Counties. 1 ike, AL |
|---|---------------------|
| 2000 Households by Income | |
| Household Income Base | 11,929 |
| < \$15,000 | 32.5% |
| \$15,000 - \$24,999 | 16.6% |
| \$25,000 - \$34,999 | 13.7% |
| \$35,000 - \$49,999 | 14.5% |
| \$50,000 - \$74,999 | 13.6% |
| \$75,000 - \$99,999 | 4.3% |
| \$100,000 - \$149,999 | 2.9% |
| \$150,000 - \$199,999 | 0.8% |
| \$200,000+ | 1.0% |
| Average Household Income | \$36,527 |
| 2008 Households by Income | |
| Household Income Base | 12,501 |
| < \$15,000 | 28.8% |
| \$15,000 - \$24,999 | 15.5% |
| \$25,000 - \$34,999 | 13.5% |
| \$35,000 - \$49,999 | 14.8% |
| \$50,000 - \$74,999 | 16.4% |
| \$75,000 - \$99,999 | 5.5% |
| \$100,000 - \$149,999 | 3.6% |
| \$150,000 - \$199,999 | 0.8% |
| \$200,000+ | 1.0% |
| Average Household Income | \$39,963 |
| 2013 Households by Income | |
| Household Income Base | 12,754 |
| < \$15,000 | 27.0% |
| \$15,000 - \$24,999 | 14.4% |
| \$25,000 - \$34,999 | 13.1% |
| \$35,000 - \$49,999 | 14.7% |
| \$50,000 - \$74,999 | 18.0% |
| \$75,000 - \$99,999 | 6.5% |
| \$100,000 - \$149,999 | 4.2% |
| \$150,000 - \$199,999 | 0.9% |
| \$200,000+ | 1.1% |
| Average Household Income | \$42,854 |
| 2000 Owner Occupied HUs by Value | ψ12,00 T |
| Total | 8,019 |
| <\$50,000 | 44.1% |
| \$50,000 - 99,999 | 32.4% |
| \$100,000 - 149,999 | 12.0% |
| \$150,000 - 199,999 | 5.2% |
| \$200,000 - \$299,999 | 4.4% |
| \$300,000 - 499,999 | 0.6% |
| \$500,000 - 999,999 | 1.1% |
| \$1,000,000+ | 0.1% |
| Average Home Value | \$81,814 |
| 2000 Specified Renter Occupied HUs by Contract Rent | ψο.,σ |
| Total | 3,879 |
| With Cash Rent | 89.1% |
| No Cash Rent | 10.9% |
| Median Rent | \$257 |
| Average Rent | \$249 |
| , notago trons | ΨΣ+3 |

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



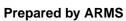




| HI | •• |
|----|-----|
| | TE. |

| | Counties: Pike, AL |
|------------------------|--------------------|
| 2000 Population by Age | |
| Total | 29,605 |
| 0 - 4 | 6.5% |
| 5 - 9 | 6.5% |
| 10 - 14 | 7.1% |
| 15 - 19 | 9.1% |
| 20 - 24 | 11.0% |
| 25 - 34 | 12.7% |
| 35 - 44 | 13.3% |
| 45 - 54 | 12.0% |
| 55 - 64 | 9.2% |
| 65 - 74 | 6.49 |
| 75 - 84 | 4.6% |
| 85+ | 1.69 |
| 18+ | 75.6% |
| 10+ | 75.0% |
| 2008 Population by Age | |
| Total | 29,908 |
| 0 - 4 | 6.7% |
| 5 - 9 | 6.2% |
| 10 - 14 | 6.2% |
| 15 - 19 | 7.7% |
| 20 - 24 | 9.6% |
| 25 - 34 | 14.8% |
| 35 - 44 | 12.0% |
| 45 - 54 | 12.07 |
| 55 - 64 | |
| 65 - 74 | 11.1% |
| | 7.0% |
| 75 - 84 85 - | 4.0% |
| 85+ | 1.9% |
| 18+ | 77.2% |
| 2013 Population by Age | |
| Total | 30,222 |
| 0 - 4 | 6.6% |
| 5 - 9 | 6.2% |
| 10 - 14 | 6.2% |
| 15 - 19 | 7.5% |
| 20 - 24 | 9.1% |
| 25 - 34 | 13.6% |
| 35 - 44 | 12.3% |
| 45 - 54 | 12.6% |
| 55 - 64 | 12.3% |
| 65 - 74 | 7.4% |
| 75 - 84 | |
| | 4.0% |
| 85+ | 2.0% |
| 18+ | 77.2% |
| 2000 Population by Sex | |
| Males | 47.2% |
| Females | 52.8% |
| 2008 Population by Sex | |
| Males | 47.5% |
| Females | 52.5% |
| 2013 Population by Sex | 02.07/ |
| Males | 47.5% |
| Females | 52.5% |
| เ บาเนเธอ | 52.570 |



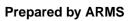




| | 2000 Population by Race/Ethnicity | 00.005 |
|--------------|---|----------------|
| | Total | 29,605 |
| | White Alone | 60.8% |
| | Black Alone | 36.6% |
| | American Indian Alone | 0.7% |
| | Asian or Pacific Islander Alone | 0.4% |
| | Some Other Race Alone | 0.3% |
| | Two or More Races | 1.4% |
| | Hispanic Origin | 1.2% |
| | Diversity Index | 50.9 |
| | 2008 Population by Race/Ethnicity | |
| | Total | 29,908 |
| | White Alone | 58.5% |
| | Black Alone | 38.2% |
| | American Indian Alone | 0.7% |
| | Asian or Pacific Islander Alone | 0.5% |
| | Some Other Race Alone | 0.4% |
| | Two or More Races | 1.7% |
| | Hispanic Origin | 1.8% |
| | Diversity Index | 52.9 |
| | | 0=.0 |
| | 2013 Population by Race/Ethnicity | |
| | Total | 30,222 |
| | White Alone | 57.1% |
| | Black Alone | 39.2% |
| | American Indian Alone | 0.8% |
| | Asian or Pacific Islander Alone | 0.6% |
| | Some Other Race Alone | 0.5% |
| | Two or More Races | 1.9% |
| | Hispanic Origin | 2.3% |
| | Diversity Index | 54.2 |
| € | 2000 Population 3+ by School Enrollment | |
| | Total | 28,360 |
| \mathbf{A} | Enrolled in Nursery/Preschool | 1.6% |
| | Enrolled in Kindergarten | 1.1% |
| | Enrolled in Grade 1-8 | 12.1% |
| | Enrolled in Grade 9-12 | 5.5% |
| | Enrolled in College | 10.4% |
| | Enrolled in Grad/Prof School | 1.3% |
| | Not Enrolled in School | 67.9% |
| | | |
| | 2008 Population 25+ by Educational Attainment Total | 19,041 |
| | Less than 9th Grade | 9.5% |
| | 9th - 12th Grade, No Diploma | 16.2% |
| | High School Graduate | 32.0% |
| | Some College, No Degree | 32.0% 17.4% |
| | Associate Degree | 4.1% |
| | Associate Degree Bachelor's Degree | 4.1% 12.7% |
| | | |
| | Graduate/Professional Degree | 8.1% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







Counties: Pike, AL 2008 Population 15+ by Marital Status Total 24,191 **Never Married** 33.1% Married 48.7% Widowed 8.4% Divorced 9.8% 2000 Population 16+ by Employment Status 23,243 Total In Labor Force 60.6% Civilian Employed 54.6% Civilian Unemployed 5.6% In Armed Forces 0.5% Not in Labor Force 39.4% 2008 Civilian Population 16+ in Labor Force Civilian Employed 90.7% Civilian Unemployed 9.3% 2013 Civilian Population 16+ in Labor Force Civilian Employed 91.5% Civilian Unemployed 8.5% 2000 Females 16+ by Employment Status and Age of Children 12,536 Own Children < 6 Only 7.0% Employed/in Armed Forces 3.9% Unemployed 0.7% Not in Labor Force 2.4% Own Children < 6 and 6-17 Only 4.7% Employed/in Armed Forces 2.7% Unemployed 0.3% Not in Labor Force 1.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

Own Children 6-17 Only

Not in Labor Force

Not in Labor Force

No Own Children < 18

Unemployed

Unemployed

Employed/in Armed Forces

Employed/in Armed Forces

16.8%

10.1%

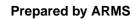
1.1%

5.6%

71.4%

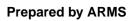
30.4%

4.4% 36.6%





| | | Counties: Pike, AL |
|---|---|--------------------|
| 1 | 2008 Employed Population 16+ by Industry | |
| | Total | 14,152 |
| • | Agriculture/Mining | 2.4% |
| | Construction | 7.3% |
| | Manufacturing | 12.7% |
| | Wholesale Trade | 3.1% |
| | Retail Trade | 14.0% |
| | Transportation/Utilities | 5.9% |
| | Information | 0.9% |
| | Finance/Insurance/Real Estate | 6.3% |
| | Services | 40.2% |
| | Public Administration | 7.2% |
| | 2008 Employed Population 16+ by Occupation | |
| | Total | 14,152 |
| | White Collar | 50.9% |
| | Management/Business/Financial | 10.3% |
| | Professional | 15.9% |
| | Sales | 12.4% |
| | Administrative Support | 12.3% |
| | Services | 20.8% |
| | Blue Collar | 28.3% |
| | Farming/Forestry/Fishing | 1.1% |
| | Construction/Extraction | 6.5% |
| | Installation/Maintenance/Repair | 5.0% |
| | Production | 7.7% |
| | Transportation/Material Moving | 7.9% |
| 1 | 2000 Workers 16+ by Means of Transportation to Work | |
| Þ | Total | 12,527 |
| | Drove Alone - Car, Truck, or Van | 79.1% |
| _ | Carpooled - Car, Truck, or Van | 14.7% |
| | Public Transportation | 0.3% |
| | Walked | 2.9% |
| | Other Means | 1.0% |
| | Worked at Home | 2.0% |
| | 2000 Workers 16+ by Travel Time to Work | |
| | Total | 12,527 |
| | Did Not Work at Home | 98.0% |
| | Less than 5 minutes | 6.3% |
| | 5 to 9 minutes | 19.4% |
| | 10 to 19 minutes | 35.1% |
| | 20 to 24 minutes | 8.9% |
| | 25 to 34 minutes | 12.4% |
| | 35 to 44 minutes | 3.0% |
| | 45 to 59 minutes | 4.9% |
| | 60 to 89 minutes | 5.9% |
| | 90 or more minutes | 2.3% |
| | Worked at Home | 2.0% |
| | Average Travel Time to Work (in min) | 22.0 |
| | 2000 Households by Vehicles Available | |
| | Total | 11,933 |
| | None | 11.4% |
| | 1 | 35.9% |
| | 2 | 33.5% |
| | 3 | 14.0% |
| | 4 | 3.6% |
| | 5 + | 1.5% |
| | Average Number of Vehicles Available | 1.7 |
| | · · · · · · · · · · · · · · · · · · · | *** |





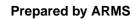
Counties: Pike, AL 2000 Households by Type Total 11,933 Family Households 64.1% Married-couple Family 43.6% With Related Children 19.5% Other Family (No Spouse) 20.5% With Related Children 14.0% Nonfamily Households 35.9% Householder Living Alone 29.8% Householder Not Living Alone 6.1% Households with Related Children 33.5% Households with Persons 65+ 24.2% 2000 Households by Size Total 11,933 1 Person Household 29.8% 2 Person Household 33.2% 3 Person Household 16.9% 4 Person Household 12.9% 5 Person Household 5.0% 6 Person Household 1.5% 7+ Person Household 0.7% 2000 Households by Year Householder Moved In Total 11,933 Moved in 1999 to March 2000 20.4% Moved in 1995 to 1998 26.6% Moved in 1990 to 1994 15.1% Moved in 1980 to 1989 15.8% Moved in 1970 to 1979 12.2% Moved in 1969 or Earlier 9.8% Median Year Householder Moved In 1994 2000 Housing Units by Units in Structure Total 13,981 1, Detached 55.4% 1, Attached 1.0% 2 3.3% 3 or 4 4.1% 5 to 9 4.3% 10 to 19 1.0% 20+ 1.4% Mobile Home 29.5% Other 0.1% 2000 Housing Units by Year Structure Built Total 13.981 1999 to March 2000 2.6% 1995 to 1998 10.2% 1990 to 1994 11.2% 1980 to 1989 19.0% 1970 to 1979 21.5% 1969 or Earlier 35.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Median Year Structure Built

1977







Top 3 Tapestry Segments

Rural Bypasses
 Aspiring Young Families
 Modest Income Homes

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal ▶ business revenue.

| area. Expenditures are snown by broad budget categories that are not mutually exclusive. C business revenue. | onsumer spending does not equal |
|--|---------------------------------|
| Apparel & Services: Total \$ | \$15,468,987 |
| Average Spent | \$1,237.42 |
| Spending Potential Index | 46 |
| Computers & Accessories: Total \$ | \$1,592,323 |
| Average Spent | \$127.38 |
| Spending Potential Index | 53 |
| Education: Total \$ | \$8,751,563 |
| Average Spent | \$700.07 |
| Spending Potential Index | \$700.07 51 |
| Entertainment/Recreation: Total \$ | \$26,102,448 |
| Average Spent | \$2,088.03 |
| Spending Potential Index | \$2,000.03 56 |
| Food at Home: Total \$ | \$34,868,649 |
| | |
| Average Spent | \$2,789.27 |
| Spending Potential Index | 57 \$22,000,200 |
| Food Away from Home: Total \$ | \$23,893,386 |
| Average Spent | \$1,911.32 |
| Spending Potential Index | 56 \$20,544,424 |
| Health Care: Total \$ | \$30,511,424 |
| Average Spent | \$2,440.72 |
| Spending Potential Index | 60 \$14,220,400 |
| HH Furnishings & Equipment: Total \$ | \$14,239,190 |
| Average Spent | \$1,139.04 |
| Spending Potential Index | 50 |
| Investments: Total \$ | \$5,306,014 |
| Average Spent | \$424.45 |
| Spending Potential Index | 42 |
| Retail Goods: Total \$ | \$188,943,849 |
| Average Spent | \$15,114.30 |
| Spending Potential Index | 56 |
| Shelter: Total \$ | \$97,494,599 |
| Average Spent | \$7,798.94 |
| Spending Potential Index | 50 |
| TV/Video/Sound Equipment: Total \$ | \$10,078,080 |
| Average Spent | \$806.18 |
| Spending Potential Index | 56 |
| Travel: Total \$ | \$11,663,314 |
| Average Spent | \$932.99 |
| Spending Potential Index | 50 |
| Vehicle Maintenance & Repairs: Total \$ | \$6,967,623 |
| Average Spent | \$557.37 |
| Spending Potential Index | 56 |

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.